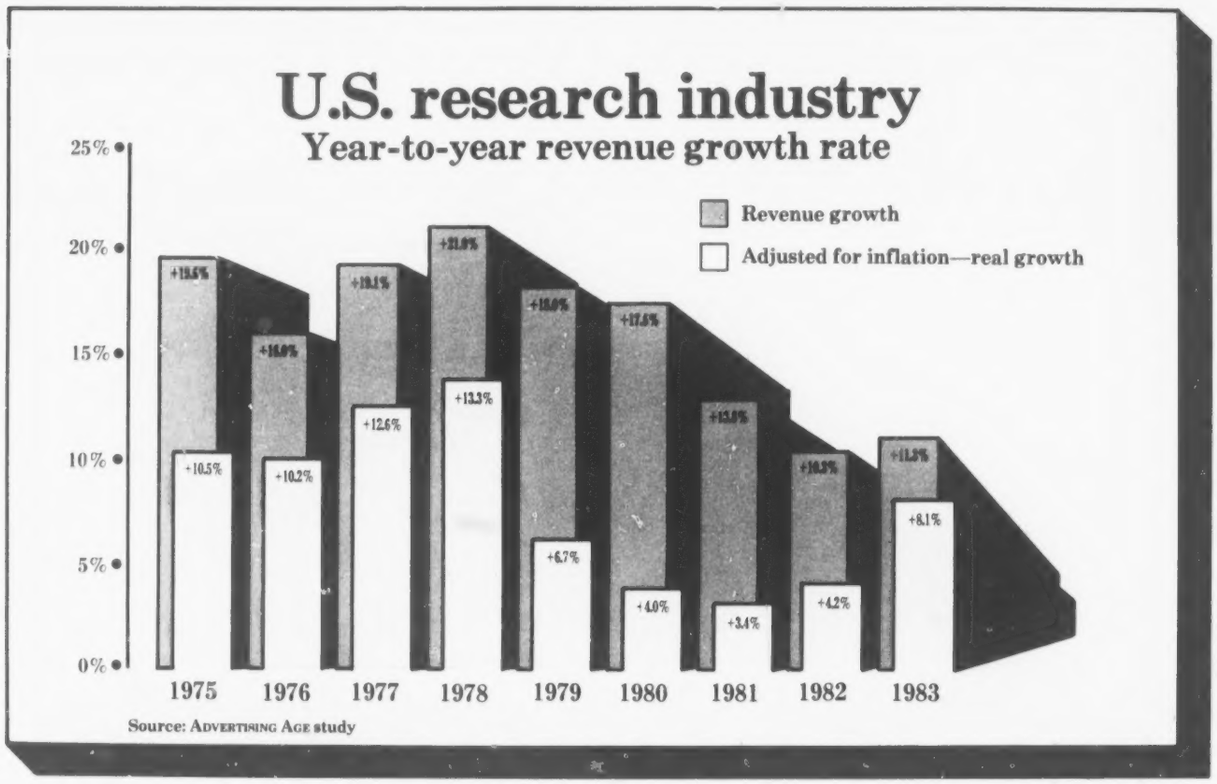

Top 35

(Continued from Page M-15)
total research revenues.

Generally, the larger the company and the more diversified its services, the better it did in 1983. The smaller the company and the more dependent it was on ad hoc survey research, the relatively poorer it did in 1983.

Three of the top 35 companies —Walker Research, Market Facts and Burke Marketing Services—made numerous changes in their organizational structure and top management during 1983, and eight companies appointed either a new president, chief executive officer or chief operating officer.

One of the top companies (ASI Market Research) was purchased by a nonresearch company, and three companies (Market and Research Counselors, Westat, ASI) acquired other research companies. Three companies (Burke, IMS International, ASI) divested some of their research properties.

To make sure these acquisitions did not inaccurately inflate the industry's growth rate calculations, the revenue changes for individual companies were calculated as follows: Assuming company A bought company B in 1983, the revenues of both for all of 1982 and 1983 were combined, and that base was used to calculate a rate of change. The specifics of these acquisitions are contained in the 35 individual company profiles that follow.

This year's top 35 organizations own and operate data collection facilities that, in addition to representing a huge capital investment, have an awesome capacity to gather data. In the U.S., the companies combined have central WATS telephone facilities with about 2,450 interviewing stations, about 60% of which are equipped for computer-assisted interviewing; fixed mail panels totaling 640,000 households; diary-type purchase panels totaling 50,000 households; 27,500 households in purchase panels linked to UPC scanner systems; permanent test market data collection systems in 50 markets, and 22 mall operations.

This annual roundup profiles the top executives who run our largest commercial research companies.

First, top management of the top 35 is overwhelmingly male; there are only three women (Judith S. Corson, partner in Custom Research; Lorraine C. Scarpa, president of Data Development Corp., and Florence R. Skelly, president-chief executive officer of Yankelovich, Skelly & White). Ages of top managers range from 36 (Gian Fulgoni, president of Information Resources Inc.) to 82 (George H. Gallup Sr., chairman of the Gallup Organization). The average age is 50.5, and 16% of these leaders are still in their 30s.

Surprisingly, only about half of the top managers have postgraduate degrees, and only 11% have doctorates. Five per cent did not graduate from college, and 44% stopped with an undergraduate degree (although many of those have done some postgraduate work).

The northern Midwest attracted a large portion of the executives for their postgraduate work. Big 10 Conference schools are most common, along with some of the big independent universities in the area, including Notre Dame and the University of Chicago. Of advanced degrees, the master of business administration is most common. Eleven per cent of the top executives obtained part of their education in European universities. The vast majority of top managers have spent almost all their working career with the company they now head.

In 14 of the top 35 companies this year, the executives report to themselves. They are owners (or part owners) of privately held companies. The rest report to a parent company or stockholders; 21 of the top 35 companies are either public companies or subsidiaries of larger companies, most of which are public. Of the list's total revenues of $1.3 billion in 1983, only 19% was attributable to privately controlled companies.

Following are the individual company profiles, which outline the company's traditional services, announcement of new services, any other changes that occurred in 1983—and changes that are expected in 1984.

How the top 35 U.S. research companies compare with the top 35 U.S. advertising agencies

	Top 35 U.S. advertising agencies*	Top 35 research companies**
Revenues—1983 (in millions)		
Worldwide	$5,030.1	$1,291.1
U.S. only	3,292.9	956.5
Growth rate—(1983 over '82)		
Worldwide	+11.4%	+11.3%
U.S. only	+14.0%	+15.6%

*Source: Advertising Age U.S. Agency Income Profiles, 3/28/84

**Top 35 (see accompanying article). These figures are for marketing/advertising research only. In fact, many of the companies listed have additional revenues from nonresearch activities, as noted in individual company profiles.

The Nation's Top 35 Market Research Companies

1 A.C. Nielsen Co., Northbrook, Ill. Public company traded over the counter; founded in 1923. Research revenues in 1983 were $463.6 million, up 7% from 1982.

For the 12 months ended Nov. 30, the world's largest marketing/advertising research organization had gross revenues of $689.8 million, of which 67.2% was from research operations in 25 countries from Greece to South Korea.

(To put that number into perspective, Nielsen's research-only revenues of $463.6 million were $49.6 million *more* than the world gross income of the largest U.S. advertising agency, Young & Rubicam.)

Total A.C. Nielsen Co. research revenues were divided as follows: $368.4 million, or 79.5%, from the marketing research group (a 4.7% increase over 1982), and $95.2 million, or 20.5%, from the media research

group (a 17.4% increase over 1982).

During 1983, the media research group expanded the national Nielsen Television Index meter sample from 1,250 to 1,700 households. It also expanded its NHI cable network service and, before the end of 1984, plans to expand its local market meter panel to three additional areas: Washington, Dallas and Boston.

Henry Burk
A.C. Nielsen Co.

Nielsen's marketing research group provides basically custom and syndicated measures of product movement at retail on a national and local-market basis. The group does about 65% of its business outside the U.S., and for the second consecutive year, this portion of the total operation was hurt by foreign currency exchange problems. As chairman-chief executive officer Arthur C. Nielsen Jr. said in his annual speech to stockholders, "Five years ago, our overseas earnings accounted for 34% of the total. In 1983, they had dropped to 10%." The company showed a $1.6 million loss on foreign currency translation and exchange during its fiscal year 1983, ended Aug. 31.

During 1983, Arthur C. Nielsen Jr., son of Nielsen's founder, announced his intention to retire. Henry Burk, 57, took over as chairman-ceo May 1, moving up from executive vp-president of the marketing research group. Mr. Burk studied at the universities of Zurich, St. Gallen and Freiburg in Switzerland and has a degree in economics. N. Eugene Harden, 49, a graduate of Lawrence University, continues as president-chief operating officer. Richard W. Vipond replaces Mr. Burk as president, marketing research group, and James D. Lyons continues as president, media research group.

How they rank

1983 revenue record*
35 leading U.S. research companies

1983 rank	1982 rank	Organization	Research revenues (millions)	% change vs. 1982	Research revenues from outside U.S. (millions)
1	1	A.C. Nielsen Co.	$463.6	+ 7.0%	$241.4
2	2	IMS International	137.5	+ 8.2	85.8
3	3	SAMI	99.5	+17.0	—
4	4	Arbitron Ratings Co.	94.2	+17.3	—
5	5	Burke Marketing Services	60.1	+18.2	1.7
6	7	Audits & Surveys	31.9	+28.9	—
7	6	Market Facts	28.4	+ 8.4	—
8	9	Marketing And Research Counselors	26.9	+12.6	—
9	8	NFO Research	26.8	+21.6	—
10	10	The NPD Group	24.8	+15.3	—
11	12	Westat	23.6	+24.9	—
12	18	Information Resources	21.1	+71.5	—
13	11	Maritz Market Research	19.9	+ 7.6	—
14	13	Elrick and Lavidge	19.2	+16.9	—
15	14	ASI Market Research	17.9	+ 9.8	.3
16	17	Walker Research	15.9	+25.8	—
17	19	Louis Harris and Associates	13.5	+11.6	4.0
18	15	Chilton Research Services	13.4	−17.3	—
19	16	Yankelovich, Skelly & White	13.3	− 1.0	.7
20	20	The Ehrhart-Babic Group	12.5	+ 5.0	.3
21	21	Data Development Corp.	12.1	+ 2.5	—
22	22	Winona Research	11.8	+ 4.4	—
23	23	Opinion Research Corp.	10.8	+ 5.9	—
24	24	Harte-Hanks Marketing Services Group	10.7	+11.8	—
25	—	Simmons Market Research Bureau	10.3	+11.0	—
26	25	Decisions Center	8.8	+ 5.2	
27	26	McCollum/Spielman Research	8.5	+19.7	—
28	—	Admar Research	8.5	+30.8	—
29	29	National Analysts	7.3	+10.6	—
30	—	Management Decision Systems	7.2	+ 8.5	—
31	—	The Gallup Organization	6.7	+24.0	—
32	30	Custom Research	6.4	0	—
33	27	Starch INRA Hooper	6.2	+ 2.0	.4
34	28	Market Opinion Research	6.0	−10.4	—
35	—	Mediamark Research	5.8	+28.5	—
			$1,291.1	+11.3%	$334.6

*Total revenues that include nonresearch activities, for some companies, are significantly higher. This information is given in the individual company profiles in the main article.

Source: ADVERTISING AGE study

2 IMS International, New York. Public corporation traded over the counter; founded in 1954. Research revenues in 1983 were $137.5 million, up about 8.2% from 1982.

Of this worldwide conglomerate's total revenues of $205.6 million in 1983, about 67% was from its market research division. (To calculate growth rate, the bases for '82 and '83 were adjusted to reflect the divestment of Trendex, a survey research subsidiary, in mid-1983; growth was calculated for both years minus Trendex volume, estimated at $2.8 million in 1982.)

Of 1983 research volume, about $51.7 million, or 38%, was from the IMS subsidiary in the U.S., IMS America, Ambler, Pa., up about 16.2% from a year earlier. The balance was from IMS operations in 56 foreign countries, and this was up about 2.2% from a year earlier.

Lars H. Erickson
IMS International

IMS market research division activities are divided into pharmaceutical audits, reports on the sales of ethical (and in some cases proprietary) pharmaceuticals collected from panels of drugstores; medical reports, based on information collected from panels of practicing physicians who report on the diagnosis and treatment of patients; other audits, syndicated audits of purchases made by hospitals and cosmetics and toiletries purchases in 14 countries; sales territory reports, share of market in the pharmaceutical market by client sales regions; custom ad hoc studies and surveys in such industries as cosmetics, veterinary pharmaceuticals, medical supplies and equipment, office equipment and agriculture.

The market research division of IMS employs about 2,000 fulltime salaried workers.

Lars H. Erickson, 49, is chairman-president-ceo, IMS International. He received his MBA from the Stockholm School of Economics. Serge Y. Okun, 37, is president of the U.S. subsidiary and is also a vp of the parent company. He is a graduate of the National School of Statistics and Economic Administration in Paris.

3 Selling Areas-Marketing Inc., New York. Subsidiary of Time Inc.; founded in 1966. Revenues in 1983 were estimated at $99.5 million, up 17% from 1982.

SAMI amalgamates warehouse withdrawal data to produce continuous movement data on thousands of individual package goods items sold through food stores. This is done separately for each of 48 marketing areas. (Three areas will be added in 1984, meaning that SAMI reporting will be available in 86% of total U.S. all-commodity volume.)

Carlyle C. Daniel
SAMI

In addition, SAMI operates three minimarkets, each with 2,500 household panels where purchases can be recorded at point of sale via UPC scanners. Sales and service of this system, called SAMSCAN, is handled by the test marketing group of Burke Marketing Services. The SAMSCAN markets combined form the new SAMITRAC service, to which clients can have access on an individual product category basis. Also, in 1983, SAMI launched a service called SIS (Supermarket Information Service); it allows companies in the European Economic Community to buy an overview data package from the main SAMI system.

SAMI has 403 fulltime salaried employes in three U.S. offices. Carlyle C. Daniel, 53, a graduate of Lynchburg College, is president.

4 Arbitron Ratings Co., New York. Wholly owned subsidiary of Control Data Corp.; founded in 1949. Revenues in 1983 were $94.2 million, up 17.3% from 1982.

Arbitron produces tv, radio and cable tv ratings in domestic local markets by using mail diaries and electronic meters. Surveys in 210 tv markets ac-

(Continued on Page M-20)

A.J. (Rick) Aurichio
Arbitron Ratings Co.

Top 35

(Continued from Page M-17)
counted for 53% of the revenue; 47% was from measurement of 257 radio markets. (This is a 16.1% increase for tv over 1982 and a 19.7% increase for radio.) Arbitron customers include radio and tv stations, advertisers and their agencies.

Tv revenues were affected by expansion of the Arbitron Television Meter Service into five new markets: Philadelphia, Dallas-Fort Worth, Washington, Detroit and Miami. Houston and Boston will be added in 1984.

In 1983, Arbitron introduced Target AID, a computer-based system that merges ratings data with information on consumer life styles. This allows stations to develop a profile of tv or radio audiences by standard demographics. AID is integrated with two systems that segment population data by life-style clusters: ClusterPlus from Donnelley Marketing Corp. and PRIZM from Claritas Corp.

In 1984, Arbitron will introduce a new computer-based system called Arbitrends, which will deliver ratings to radio stations over microcomputers.

Arbitron has 956 fulltime employes in eight U.S. offices.

Theodore F. Shaker, 62, is chairman-ceo, Arbitron, and a vp, Control Data. He attended Colgate, Northwestern and New York universities.

During 1983, A.J. (Rick) Aurichio, 47, was named president-chief operating officer. He is a graduate of Fairleigh Dickinson University.

(Continued on Page M-24)

Move

(Continued from Page M-18)
end" operation. It will be if we demonstrate to management that we have more than binary powers of thought and analysis that tell us why as well as what.

In the advertising agency business, we live or die according to standards that are defined in one word: Creative. If an ad works, it's creative. Our biggest department, the one with the most interesting, ornery, involved, original, artistic and hirsute individuals, is called Creative, with a capital letter. And while Creative can make the computer do magic tricks in producing tv graphics, you don't get creative ideas with binary thinking.

Let's let some of that iconoclastic creativity rub off on market research people. Let's take all that wonderful data and ability to compress time that the computer gives us and let it help rather than overwhelm us. Let's analyze both sides of the brains of the public we want to know, and let's use both sides of our own brains to develop strategies to reach people.

The crucial role for market research today is to help shape strategic direction. Our input, delivered face-to-face and with personal forcefulness, can and should influence major company decisions. We are the people who should be counted on not only to ascertain and report trends in the marketplace, but also to chart the corporate course that will take advantage of them. The knowledge we gain of consumers' wants and needs must be shaped into understanding and then into recommended action on meeting those needs.

This can be hard work. It requires that we be business-oriented first, people-oriented second and research-oriented third. It demands that we get out into the marketplace, that we converse with human beings like human beings, that we probe beyond the limits of structured questionnaires, that we use the computer as a complement rather than a substitute for firsthand knowledge.

The job demands that we integrate our information, our experience, our human insights and creativity, even our gut feelings and put them on the line in the board room. And, maybe when we're in there, we should throw away our notes and printouts and tell it as we see it, off the cuff.

If we are there, forceful and face-to-face with upper management, what we say stands a good chance of being heard and respected. If research is relegated to the back shop, by the time our opinions get through the chain of command, they will sound and look a lot different from the way we wanted.

That's what research people risk losing if we let the computer take over for the human personality and mind. Eight hours at the screen of a computer will never give us the leverage or the ability to contribute what 10 minutes in the board room can offer.

The back room spawns information. The board room is an arena for ideas. Ideas move a business.

Management needs the best of us in the board room. Our ideas give perspective to theirs.

We are a key link in the chain of developing strategy for a corporation, a product or both. When management operates from a consensus derived from bright people experienced in various business disciplines—including research—it has the best shot at producing good results.

The computer market research community is doing a fine job. It has its star analysts. We need them increasingly. But for most of us, our futures may be decided by our talents, our persuasiveness, our insights and our answer to the question of where we want to work: The back shop or the board room.

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The Closer You Look, The More You Find To Like.

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A Bigger Share of Each Respondent
Instead of sharing your test with as many as five other clients, as you might with other services, you'll be one of only three clients with ON-AIR LAB. This means respondents have twice the time and twice the attention span to answer questions about your commercial. And, you have a greater opportunity to customize your test and add special questions.

WATS Interviewing Consistency And Control
Callback interviews are conducted from our WATS center by a single, trained interviewing staff. You are assured of the same high quality and consistency of interviewing in your on-air commercial tests that you demand in your other telephone studies.

"Smart" Diagnostics
One of our diagnostic measures tells you how well a commercial performs the critical task of linking the impressions it projects with the sponsor's name. Another tells clients with strong, on-going campaigns whether people are recalling their campaign or the specific test commercial. Still others provide information about main point interpretation, overall viewer opinion of the commercial and specific likes and dislikes.

A Persuasion Measure That Doesn't Compromise Your Recall Test
Our unique, post-exposure persuasion measure doesn't require respondents to express brand preferences prior to viewing, eliminating the risk of viewers becoming brand sensitized and influencing commercial recall.

Confidential Markets For Top-Secret Testing
Sometimes you don't want the whole world to know you're testing a commercial for a new product or a new campaign. ON-AIR LAB makes available confidential markets where your commercial test is unlikely to be monitored and reported.

ON-AIR LAB continues to advance the state-of-the-art in commercial testing while maintaining the best absolute dollar value, as well. You'll be pleasantly surprised at how much lower our cost is than that of other services. To take an even closer look at ON-AIR LAB, just write or phone for our free brochure.

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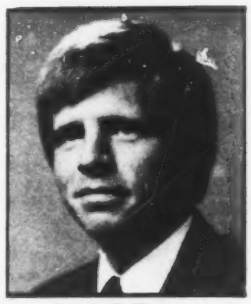
Top 35

(Continued from Page M-20)

5 Burke Marketing Services, Cincinnati. Employee-owned corporation; founded in 1947. Revenues were $60.1 million in 1983, up 18.2% from 1982.

This conglomerate consists of Test Marketing Group, a unit consisting of what was AdTel and Market Audits, which markets and services, through a joint venture, SAMI's SAMSCAN service; Burke Marketing Research, which specializes in pre- and post-tv copy testing and custom survey research and which recently announced a new tv copy testing system called Selector and a new "state-of-the-art" eye movement research service, an outgrowth of what was the Telcom service; BASES, which specializes in market modeling; Burke Canada, a wholly owned subsidiary that accounted for about $1.7 million of BMS' 1983 revenues; Professional Services, which conducts research educational seminars, and Burke International, a joint venture with the German company Infratest, in which Burke owns a 5% interest. (Infratest, in turn, owns a 5% interest in BMSI.)

Another business subsidiary, National Retail Services, was divested during 1983. National Retail Services revenues from both 1982 and 1983 were omitted in calculating Burke's growth rate.



Jack E. Brown
Burke

In April, Burke announced extensive changes in its marketing and organizational structure; 10 top executives were involved *(see Page M-54)*.

Burke has 430 fulltime salaried employes in 40 offices in the U.S. A central WATS phone center in Cincinnati has 117 stations, 100 of which are equipped with cathode ray tubes.

In 1983, Burke launched a joint venture with Infratest and the Gartner Group called COMTEC, a syndicated database covering a number of high-tech categories. Also, Burke closed the Telcom subsidiary operation in Teaneck, N.J., and moved the operation to Cincinnati.

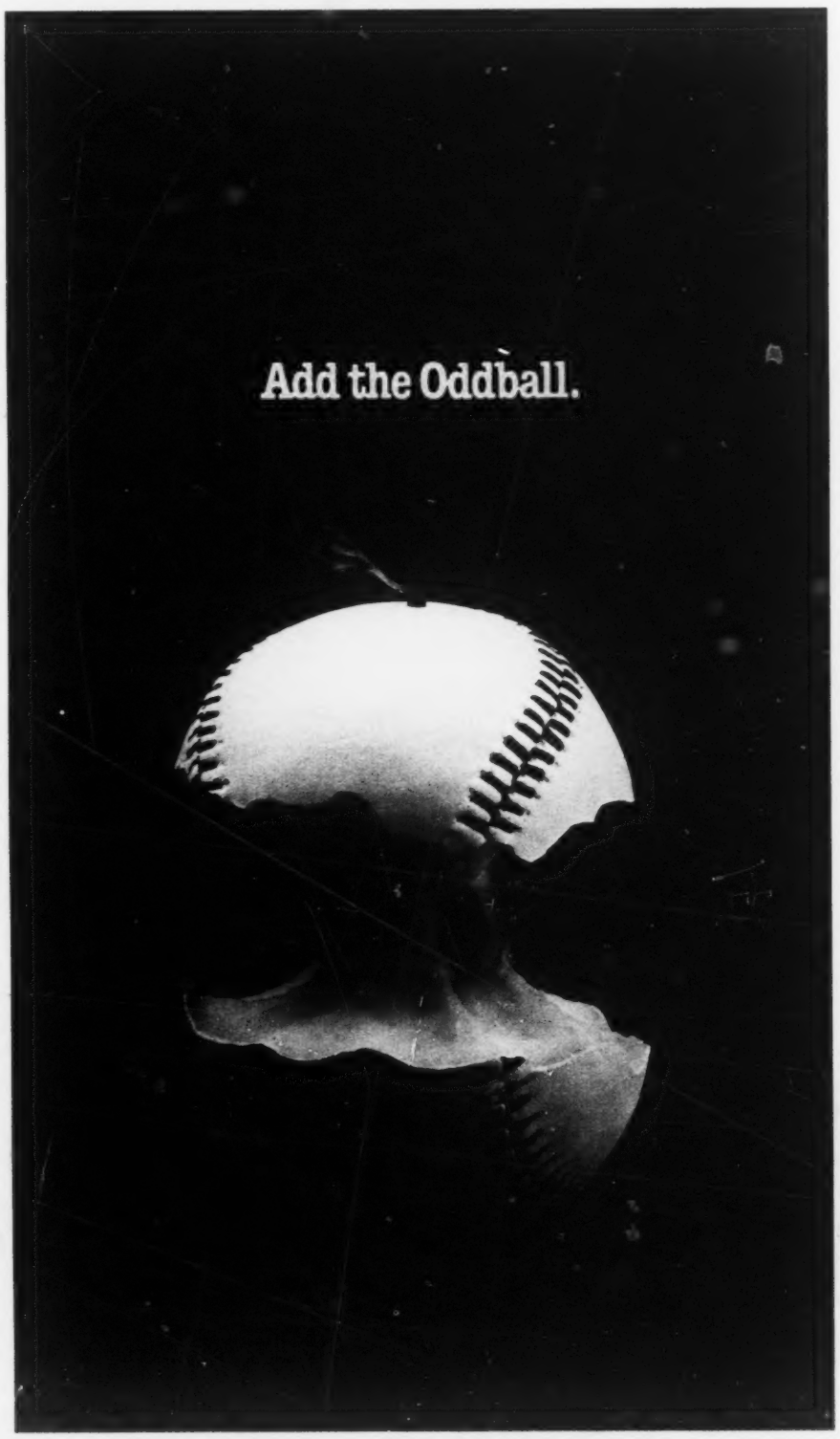
Jack E. Brown, 39, is chairman, Burke Marketing Services. He attended the University of Cincinnati.

Richard L. Lysaker
Audit & Surveys

6 Audits & Surveys, New York. Privately held corporation; founded in 1953. Revenues in 1983 were $31.9 million, up 28.9% from 1982.

A&S includes the following U.S. units: Survey division (custom ad hoc surveys); test audit division (local-market store audit programs); national total-market audit division (syndicated store audit programs); retail census of product distribution (annual study of U.S. retail store population); government research division (a Princeton-based survey group that does studies for federal agencies), and CTIS (for Central Telephone Interviewing System, a 125-station CATI facility outside Philadelphia that offers telephone

(Continued on Page M-26)



A test market so average it's extraordinary

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The Des Moines Register

IOWA'S BEST TEST MARKET

*The Wall Street Journal, 1/27/83; Pg. 35.

Shuffling of top managers

An extraordinary amount of change took place in the upper management of top U.S. research companies over the past 15 months. In addition to key appointments noted here, two companies—Market Facts and Walker Research—reshuffled their entire management teams. *(See individual company profiles for details.)*

- **Henry Burk** to chairman-chief executive officer of A.C. Nielsen Co.
- **Richard W. Vipond** to president, marketing research group, A.C. Nielsen Co.
- **Verne B. Churchill** to ceo of Market Facts (in addition to president, a post he held previously).
- **A.J. (Rick) Aurichio** to president-chief operating officer of Arbitron Ratings Co.
- **Elmer L. (Jack) Taylor Jr.** to president of Marketing And Research Counselors (M/A/R/C). He maintains his post as chief operating officer.
- **James E. Sammer** to president-chief operating officer, Walker Research.
- **Lorraine C. Scarpa** to president, Data Development Corp.
- **William H. Lewellen** to president, Maritz Market Research.
- **James J. Findley** to manager, consumer research division, Management Decision Systems.

Top 35

(Contined from Page M-24)
field and tabulation services).

Not included are revenues from other organizations in which A&S or its principals have a financial position: A&S Latinoamerica, Total Market Index in Canada and Integrated Computer Systems.

Richard L. Lysaker, 51, a graduate of the University of Minnesota, is president, A&S. Solomon Dutka, 60, founder of A&S, is chairman. He received his Ph.D. from Century University.

7 Market Facts, Chicago. Public company traded over the counter; founded in 1946. Revenues in 1983 were $28.4 million, up 8.4% from 1982.

Revenues for this research conglomerate do not include those of a half-owned subsidiary, Market Facts Canada, which in 1983 had revenues of about $5.4 million.

Market Facts' U.S. operations include: the Consumer Mail Panel, a fixed mail panel expanded to 200,000 households in '83; Consumer Opinion Forums, six shopping mall interviewing facilities, two of which were opened in 1983; Marketest Store Audit Services, seven permanent market setups for controlled store tests and test markets; WATS telephone interviewing centers (three locations) with a total of 109 stations, and focus group facilities.

Verne B. Churchill
Market Facts

Market Facts has 720 fulltime employes (440 of whom are salaried), and client service offices are located in Chicago, New York, Washington and Los Angeles.

Market Facts in 1983 underwent an extensive management reorganization: President Verne B. Churchill in August added the ceo title, and Gregory J. Spanga assumed Mr. Churchill's former post as chief operating officer. In addition, Market Facts appointed a new executive vp, four new senior vps and three new vps. Jack Abrams, the former ceo, resigned as vice-chairman and director.

Early in 1984, Market Facts entered into a licensing agreement with PMRI, a Canadian company, for U.S. rights to market an unusual system called TRACE to evaluate tv commercials and entertainment material.

Mr. Churchill, 56, has an MBA from the Indiana University business school. David K. Hardin, 56, chairman, received his MBA from the University of Chicago.

8 Marketing and Research Counselors, Dallas. Subsidiary of Allcom Inc., a closely held public corporation; founded in 1965. Research revenues were $26.9 million in 1983, up 12.6% from 1982.

E.L. (Jack) Taylor
M/A/R/C

This survey research company, which emphasizes the application of computer technology to marketing research, set up two new divisions in 1983 and acquired Trendex, a Westport, Conn., survey organization that produces a syndicated buyership study produced from a national probability telephone sample by 2,250 local-market interviewers. (M/A/R/C revenues have been adjusted to reflect Trendex volume for both calendar 1982 and 1983, and the 12.6% gain is calculated on that combined base. The 1982 base also was adjusted to reflect the divestiture of M/A/R/C mall operations sold in 1982.)

The National Neighborhood Panel, a new concept in panel use for data collection that M/A/R/C started in 1982, was expanded to 70,000 households

(Continued on Page M-30)

ICR

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International Communications Research offers demonstrated excellence in the entire spectrum of survey research. We believe you will find tangible ICR advantages. Our staff of industry acknowledged leaders are innovators in all areas of survey research methodology and analysis. ICR provides iron-clad quality controls in data collection; customized and cost-efficient service; and a track record of actionable results in consumer and industrial research.

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Marking corporate milestones

Several of this year's top 35 companies are celebrating significant anniversaries in their corporate history:

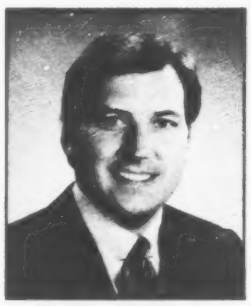
- **Yankelovich, Skelly & White** marked its 25th anniversary in 1983.
- **Ehrhart-Babic Associates** celebrates its 25th anniversary in 1984.
- **The Gallup Organization** marks its 50th year in 1984.
- **Mediamark Research Inc.** celebrated its fifth anniversary in January, 1984.
- 1983 was the 60th anniversary of **A.C. Nielsen Co.**
- **NPD Group** marked its 30th anniversary in 1983.
- **Custom Research Inc.** celebrates its 10th anniversary in 1984.

Top 35

(Continued from Page M-26)
Zip code clustered around local field supervisors in 24 markets. Plans are to increase to 100,000 households in 1984.

Also in 1983, M/A/R/C set up Local Market Network, an online network of independent field services equipped with CRTs and communications equipment in 16 markets; established ACRS Inc. to lease software, and launched Syntactics, a software development division.

M/A/R/C has 261 fulltime salaried employes plus 212 hourly staff members in 10 U.S. offices. The central WATS phone facilities have 240 stations, all CATI equipped.



William E. Lipner
NFO Research

President of Allcom Inc., chairman-ceo of M/A/R/C is Cecil (Bud) Phillips, 59, a graduate of Southern Methodist University. E.L. (Jack) Taylor, 57, has been president, M/A/R/C, since May, 1983. He has an MBA from the University of Texas.

9 NFO Research, Toledo, O. Wholly owned subsidiary of AGB Research Group, PLC; founded in 1946. Revenues were $26.8 million in 1983, up 21.6% from 1982.

NFO has 675 employes, 330 of whom are fulltime salaried, has branch offices in New York, Chicago, St. Louis, San Francisco and Greensboro, N.C.

NFO's main business is a fixed mail panel, which was expanded to 240,000 households in 1983. Mail purchase panel operated through NFO's TRAC syndicated research division offer the share of intake panel (consumption of all beverages); men's tailored apparel study; home furnishings tracking service; women's tailored apparel study, and the personal home computer and videogame study.

NFO operates two telephone interviewing facilities with more than 200 interviewing stations, about 112 of which will be CRT-equipped by year's end.

Early in 1984, NFO formed a new company in New York, NFO International Research, specializing in European research for American multinational companies.

William E. Lipner, 37, is president-ceo of NFO. He holds a bachelor's degree in business administration from the University of Toledo.

Tod Johnson
NPD Group

10 NPD Group, Port Washington, N.Y. Privately held corporation; founded in 1953. Research revenues were $24.8 million in 1983, up 15.3% from 1982.

The NPD Group, which has 540 employes, 279 of whom are fulltime salaried, is divided into NPD Research Inc., a 13,000-household national diary purchase panel specializing in package goods and more than 25 local-market panels with about 47,000 households; NPD Special Industry Services, purchase panels specializing in such product classes as toys/games, textile/apparel, petroleum products, sports equipment and records/tapes; CDR/CREST Enterprises, a panel reporting on meals eaten away from home and also providing custom research and consulting to the food-service industry; Home Testing Institute, a fixed mail panel of 130,000 households, and OPOC Computing Co., an electronic data processing service bureau. (OPOC revenues are not included in the NPD research revenues.) A sales/service office is located in Rosemont, Ill., and a new office was opened recently in Houston.

During 1983, NPD started Toy Retail Sales Tracking Service, which captures movement data via point-of-sale cash register information. Point-of-Sale Tracking Service recently was introduced for the apparel industry. Also, in 1983, NPD combined its Petroleum Market Index service with the services of Auto-Facts Inc. of Houston to form a new unit known as NPD Auto-Facts.

Joseph A. Hunt
Westat

Founder, chairman and joint owner of NPD is Henry Brenner, 69. President-ceo is Tod Johnson, 39, who holds an MSIA de-

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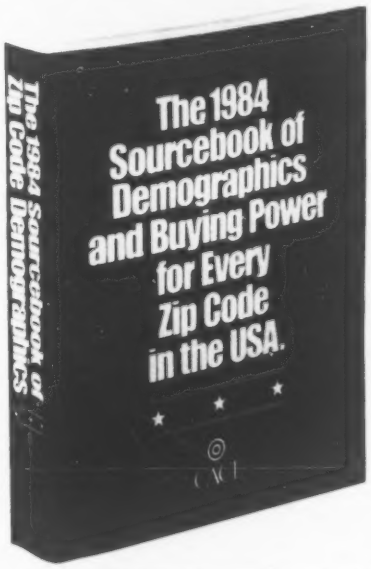

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gree from Carnegie-Mellon University.

11 Westat, Rockville, Md. An employe-owned corporation; founded in 1961. Revenues were $23.6 million, up 24.9% from 1982.

Westat, which gets about 85% of its revenues from survey research projects done for federal agencies, made news in 1983 by buying Crossley Surveys, a New York marketing research company. (Westat revenues have been adjusted to reflect Crossley volume for both calendar 1982 and 1983, and the 24.9% gain is calculated on that combined base.)

Westat's 220 fulltime salaried professional staff was an increase of about 12% over '82—in part because of increased federal spending for survey research and the company's expanding commercial marketing research base. In addition, Westat has an average parttime staff of 450 involved in telephone interviewing (75 stations), survey processing and national field studies.

Westat president-ceo is Joseph A. Hunt, 48, who has an MS degree from Massachusetts Institute of Technology. Edward C. Bryant, 68, the founder of Westat, is chairman; he has a Ph.D. from Iowa State University.

12 Information Resources Inc., Chicago. Public company traded over the counter; founded in 1977. Revenues in 1983 were $21.3 million, up 71.5% from 1982.

The main business of this fast-growth company—which in March, 1983, offered a block of its common stock to the public

Gian Fulgoni
IRI

—is the BehaviorScan system, a group of eight minimarkets (four of which were opened during 1983) that are equipped for advertising and control store testing. In each BehaviorScan market, the service captures product movement data via UPC scanner equipment; collects purchase data from a panel of about 2,500 households via the use of identification cards that tie in with point-of-sale UPC scanners; alternates tv advertising over cable tv to groups of preselected households, and collects other measures of in-store merchandising/promotions.

The other major Information Resources service, called the Marketing Fact Book, provides access to a database of purchasing activity on a large number of package goods product classes. Starting in 1983, clients were offered access to this database on an on-line, interactive basis via a system called PROMPT.

IRI has about 357 fulltime salaried employes and 60 parttimers. The company has begun consolidating its Chicago operations into one building near the Loop.

President-chief operating officer is Gian Fulgoni, 36, who has a master's degree from Manchester University in England. Chairman-ceo is John Malec, 39, a graduate of the University of Wisconsin.

13 Maritz Market Research, Fenton, Mo. Wholly owned subsidiary of Maritz Inc.; founded in 1973. Revenues in 1983 were $19.9 million, up 7.6% from 1982.

Maritz, which has 183 fulltime

William H. Lewellen
Maritz

salaried employes, is dividedinto two operations. One provides custom and syndicated market research services from divisional offices in Detroit, Toledo, St. Louis, Minneapolis and Los Angeles, with emphasis on automotive and agricultural industries. In addition, Maritz is involved in research in the food and beverage, healthcare, telecommunications, financial and recreation industries.

The other segment of Maritz is Quality Controlled Services, a network of 16 mall interviewing locations that do mall intercepts, focus groups, central and WATS telephone interviewing, taste tests, mail surveys and door-to-door interviewing. There are three WATS interviewing centers with 123 stations, all CRT-equipped.

William H. Lewellen, 53, became president in March, 1984.

Robert J. Lavidge
Elrick & Lavidge

He has an MS degree from St. Louis University.

(Continued on Page M-32)

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- **Manufacturer Determines What Hispanics Drink.**
  An awareness and usage study is conducted annually among eligible Hispanics in top Hispanic population centers utilizing a telephone interview. Using an Hispanic Household Sample procedure developed by Chilton Research, telephone households are computer generated at the exchange level. All interviews are in Spanish.

- **N.Y. Stock Exchange Gains New Insight Into Investors.**
  A two-phase survey was undertaken to determine the incidence of stock ownership and to develop a profile of individual investors. In Phase I, computerized telephone interviews were conducted with a national sample of households to obtain information about ownership of stock by each member of the household. One adult shareholder was randomly selected to take part in Phase II, a mail phase of the project. This methodology enabled CRS to screen households on a national basis, and to collect detailed projectable data.

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Top 35

(Continued from Page M-31)

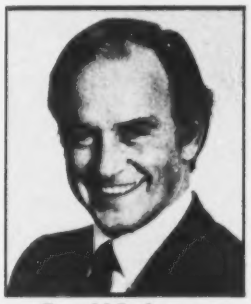
14 Elrick & Lavidge Inc., Chicago. Wholly owned subsidiary of Equifax Inc.; founded in 1951. Revenues were $19.2 million in 1983, up 16.9% from 1982.

E&L has two separate operations: Elrick & Lavidge, which specializes in survey research for consumer and business-to-business clients, and Quick Test Opinion Centers, a network of 17 shopping mall interviewing sites, eight of which were equipped for conducting computer-assisted personal surveys during 1983.

E&L operates six major telephone interviewing centers, two of which are part of the AT&T TELSAM system. The four facilities not committed to TELSAM have 100 interviewing stations, 52 of them CRT-equipped. There are 145 fulltime salaried employes in three sales/service offices in Chicago, Atlanta and San Francisco and 25 offices throughout the U.S., 20 of which are equipped with focus group facilities.

President-ceo of Elrick & Lavidge is Robert J. Lavidge, 62, who has an MBA from the University of Chicago.

15 ASI Market Research, New York. Wholly owned subsidiary of IDC Services; founded in 1962. Research revenues were $17.9 million in 1983, up 9.8% from 1982.



Gerald Lukeman
ASI Market Research

In August, 1983, ASI was purchased by IDC, a Chicago-based service bureau that does custom electronic data processing for a variety of entertainment and advertising industry clients. Also, in 1983, ASI sold its research company subsidiary in Hong Kong. In January, 1984, ASI purchased Teaman/Lehman Associates, a full-service marketing research company in Norwalk, Conn. (T/L revenues are not included.) About $300,000 of ASI's 1983 revenues came from outside the U.S.

ASI specializes in controlled audience pretesting and on-air (Recall Plus service) testing of tv commercials, custom research projects, focus groups, testing of print ads and evaluation of entertainment projects, including pilots for tv and movie films. The company operates a 75-station WATS telephone center in Los Angeles and has approximately 350 fulltime salaried employes.

Later in 1984, ASI plans to introduce APEX, a new advertising research system that will utilize cable tv to provide recall, persuasion and full diagnostics, all obtained in the home under natural viewing conditions.

Frank D. Walker
Walker Research

Gerald Lukeman, 52, a graduate of Dartmouth College, is president.

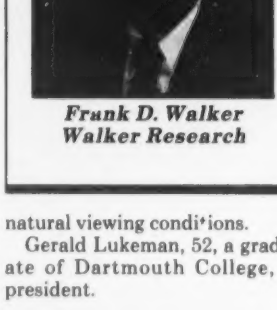
16 Walker Research, Indianapolis. Privately held company; founded in 1964. Revenues in 1983 were $15.9 million, up 25.8% from 1982.

This survey research company, which is the descendant of a local field service company founded by Mrs. Tommie Walker Anderson in 1939, had an eventful 1983.

In addition to an extraordinary revenue gain, Walker underwent a major reorganization and named a new president, four new senior vps and six new vps.

Walker has 930 employes, of whom 216 are fulltime; of those, 93 are salaried. In addition to the home office in Indianapolis, there are direct data collection facilities in New Jersey, Florida, Texas and Arizona, and a variety of interviewing services—including telephone, mall intercept, prerecruited central location and mail—are offered. Walker operates more than 200 telephone interviewing stations, the majority of which are outfitted for CATI.

Chairman-ceo is Frank D. Walker, 49, son of the company's founder. He is a graduate of DePaul University. James E. Sammer, 45, became president-chief operating officer in October, 1983. He received his MBA from Michigan State University.



Louis Harris
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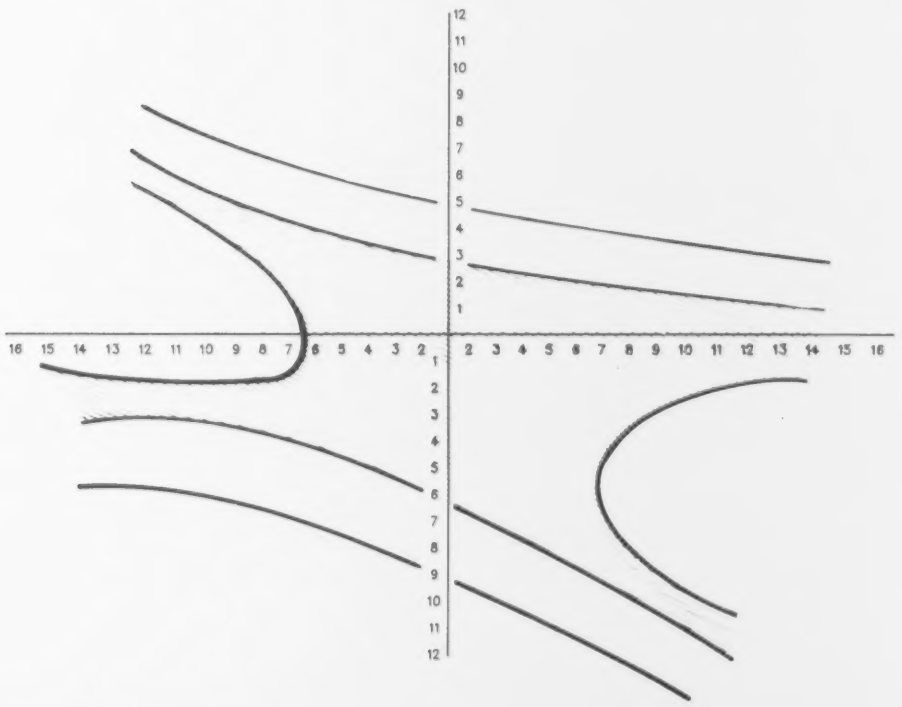

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17 Louis Harris & Associates, New York. Wholly owned subsidiary of Gannett Co.; founded in 1956. Revenues were $13.5 million in 1983, up 11.6% from 1982.

Thirty per cent of the volume comes from subsidiaries outside the U.S.—Louis Harris International, headquartered in London, which handles research projects in 60 countries, and Louis Harris France, Paris. U.S. revenues were up 13.2% from 1982, thanks in part to an extensive research program conducted for the national rollout of Gannett's *USA Today*.

Louis Harris' U.S. operation is organized into 16 divisions specializing in distinct markets, such as telecommunications, computers, healthcare, banking and financial services, public policy and corporate affairs, and automotive. Multiclient surveys track corporate, financial and public leadership opinion on current issues.

Five Louis Harris divisions and the National Center for Telephone Research, a CATI-based telephone interviewing facility with 84 positions, are located in New York. Other divisions are based in Washington and in a new office in San Francisco.

Gilbert Barrish
Chilton

Chairman-ceo is the company's founder, Louis Harris, 63, whose syndicated column appears in 172 newspapers; he is a graduate of the University of North Carolina at Chapel Hill. President-chief operating officer is Humphrey Taylor, 49, a graduate of Cambridge University in England.

18 Chilton Research Services, Radnor, Pa. Wholly owned subsidiary of American Broadcasting Co.; founded in 1957. Revenues were $13.4 million in 1983, down 17.3% from 1982.

This survey organization does custom ad hoc marketing and social science research for industry and federal agencies. While a significant number of CRS surveys utilize mail or face-to-face interviewing, the majority of the surveys are conducted by telephone via one of the industry's largest and most sophisticated CATI systems, which has on-line sample control and interactive cross tabulations. This system has 165 stations and is tied into Chilton's twin IBM 4341 computers.

CRS has 142 fulltime salaried employes.

Director of CRS is Gilbert Barrish, 44, a graduate of Temple University with a BS in economics.

Florence R. Skelly
YSW

19 Yankelovich, Skelly & White, New York. Wholly owned subsidiary of Reliance Group; founded in 1958. Research revenues in 1983 were $13.3 million, down 1% from 1982.

About 76% of YSW's 1983 revenues of $17.4 million were attributable to marketing and social research for industry, governmental agencies and media—most notably Time Inc. publications, including *Time* and *Fortune*. About 5% of YSW research revenues are from outside the U.S.

Basic survey activities are organized along client category lines: Consumer marketing, new products, policy planning, human resources, government and industrial marketing. Two

(Continued on Page M-34)

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MARITZ MARKET RESEARCH INC.

Top 35

(Continued from Page M-33)

of the company's most widely used services are Monitor, tracking surveys of special social segments, and Laboratory Test Market, a market simulation facility widely used by package goods marketers for new product appraisals. Central telephone interviewing facilities have about 200 stations.

There are about 200 fulltime salaried employes at YSW, and, in addition to the home office in Manhattan, there are offices in Stamford, Conn., and Newport Beach, Cal.

Founder and chairman of YSW is Daniel Yankelovich, 59, a graduate of Harvard University. President-ceo is Florence R. Skelly, a graduate of Hunter College.

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Thomas A. Ehrhart
Ehrhart-Babic Group

20 Ehrhart-Babic Group, Englewood Cliffs, N.J. Privately held corporation; founded in 1958. Research revenues were $12.5 million in 1983, up 5% from 1982.

The Ehrhart-Babic Group specializes in "in-store" research via three services: E-B Custom Research, which does controlled store tests including minimarkets, trended or projectable sales measurement studies, weekend audits and product purchases; National Retail Tracking Index, which conducts syndicated retail observational studies in 110 major markets on more than 8,000 food, drug, mass merchandisers, convenience and hardware/home outlets, and National Liquor, Wine and Beer Index, which provides distribution information quarterly in more than 2,600 off-premise outlets and semiannually in more than 3,100 outlets.

In 1984, E-B will launch Automotive Aftermarket Tracking Service, which will report nationally and regionally projected sales data from more than 500 auto supply stores and mass merchandisers.

The founders of the Ehrhart-Babic Group are its chairman, Thomas A. Ehrhart, 59, a graduate of Pace University, and its president, Louis J. Babic Jr., 51, a graduate of Boston University.

21 Data Development Corp., New York. Privately held corporation; founded in 1960. Revenues in 1983 were $12.1 million, up 2.5% from 1982.

Jerry Rosenkranz
DDC

This research organization, which has 130 fulltime salaried employes in four locations, included the following units in 1983: DDC; Central Location Testing; New York Conference Center, and Telephone Centre, which has 60 interviewing stations.

(As of April 1, 1984, DDC no longer held an equity position in Central Location Testing; it became a separate company.)

DDC is a full-service, custom research company emphasizing strategic research and its proprietary products. Its services are COMBO (product testing); COPY II (copy strategy development), and ADOPTER (pretest market measurement model). ADOPTER is a joint venture with Edward Tauber, a faculty member at the University of Southern California Graduate School of Business.

Lorraine C. Scarpa became president of DDC in January, 1984. She joined the company from Heublein Inc., and she holds a Ph.D. from Johns Hopkins University. Jerry Rosenkranz continues as chairman, and Joseph Goldstein as ceo. Both are 48 and graduates of the City College of New York.

Richard McCullough
Winona Research

22 Winona Research, Minneapolis. Privately held corporation; founded in 1953. Revenues were $11.8 million in 1983, up 4.4% from 1982.

This full-service survey research company has 125 fulltime salaried employes in three offices—Minneapolis, Phoenix and San Francisco. In early 1984, it opened another office in Dallas, and an East Coast office is planned for July. The Phoenix site houses a WATS line and

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CATI interviewing facility with 160 stations, 120 of which are CRT-equipped.

In 1983, Winona divested its two mall operations in Minneapolis and Phoenix.

President of Winona Research is Richard McCullough, 40, a graduate of the University of Minnesota. He is also serving as chairman of the Council of American Survey Research Organizations.

Irwin Miller
Opinion Research

23 Opinion Research Corp., Princeton, N.J. Wholly owned subsidiary of Arthur D. Little Inc.; founded in 1938. Revenues in 1983 were $10.8 million, up 5.9% from 1982.

Opinion Research, which has 167 fulltime salaried employes, maintains four branch offices. They are located in Chicago, New York, San Francisco and Washington.

The company provides survey research, analytical and consulting services, with emphasis on the following: Market research, corporate relations, modeling and simulation, cable and video, financial services, telecommunications, government research, public opinion research and employe studies.

In addition, Opinion Research periodically conducts several shared-cost surveys—the Investment Community Survey, the Corporate Reputation Sur-

Richard Hochhauser
Harte-Hanks

vey, the Business and the Media Survey, the Public Opinion Index, the Marketing Index and Caravan (omnibus) Surveys—among the general public and business executives.

Chairman-ceo is Irwin Miller, 55, who has a doctorate from Virginia Polytechnic Institute. President is Harry O'Neill, 55, who has a master's degree from Pennsylvania State University.

24 Harte-Hanks Marketing Services Group, River Edge, N.J. The parent is a public company traded on the New York Stock Exchange. Marketing Services Group was founded in 1975. Revenues were $11.7 million in 1983, up 11.8% from 1982.

This research conglomerate, put together by a large Texas-based publishing company, Harte-Hanks Communications, consists of the following units: RMH Research, a full-service survey research company specializing in communications/media research; National WATS Services, a telephone interviewing facility with 75 stations (some equipped with CRTs during 1983); Tele-Research, specializing in tv copy testing; TRIM, specializing in controlled store tests, and Urban Data Processing, a Burlington, Mass.-based electronic data processing service specializing in custom processing of census data for marketing uses.

During 1983, the East Coast operations of RMH, National WATS Services and Tele-Research were consolidated in River Edge, N.J.

Harte-Hanks Marketing Services Group has 75 fulltime salaried employes in four offices.

President of Marketing Services Group is Richard Hochhauser, 39, the founder of RMH Research. He holds an MBA from Columbia University.

25 Simmons Market Research Bureau, New York. A subsidiary of JWT Group; founded in 1978. Revenues in 1983 were $10.3 million, up 11% from 1982.

Frank S. Stanton
SMRB

This survey research/databank organization was created in 1978 through the merger of W.R. Simmons & Associates Research and Axiom Market Research Bureau. W.R. Simmons was founded in 1952.

The main segment of SMRB's business is the annual Study of Media & Markets, which surveys 19,000 adults. Data are collected on media consumption, product purchasing behavior and demographic classification of the respondent, including the VALS Lifestyle battery. Data from this annual study also are merged with a Dun & Bradstreet databank to create a service called measures advertising in terms of ClusterPlus, which can be used

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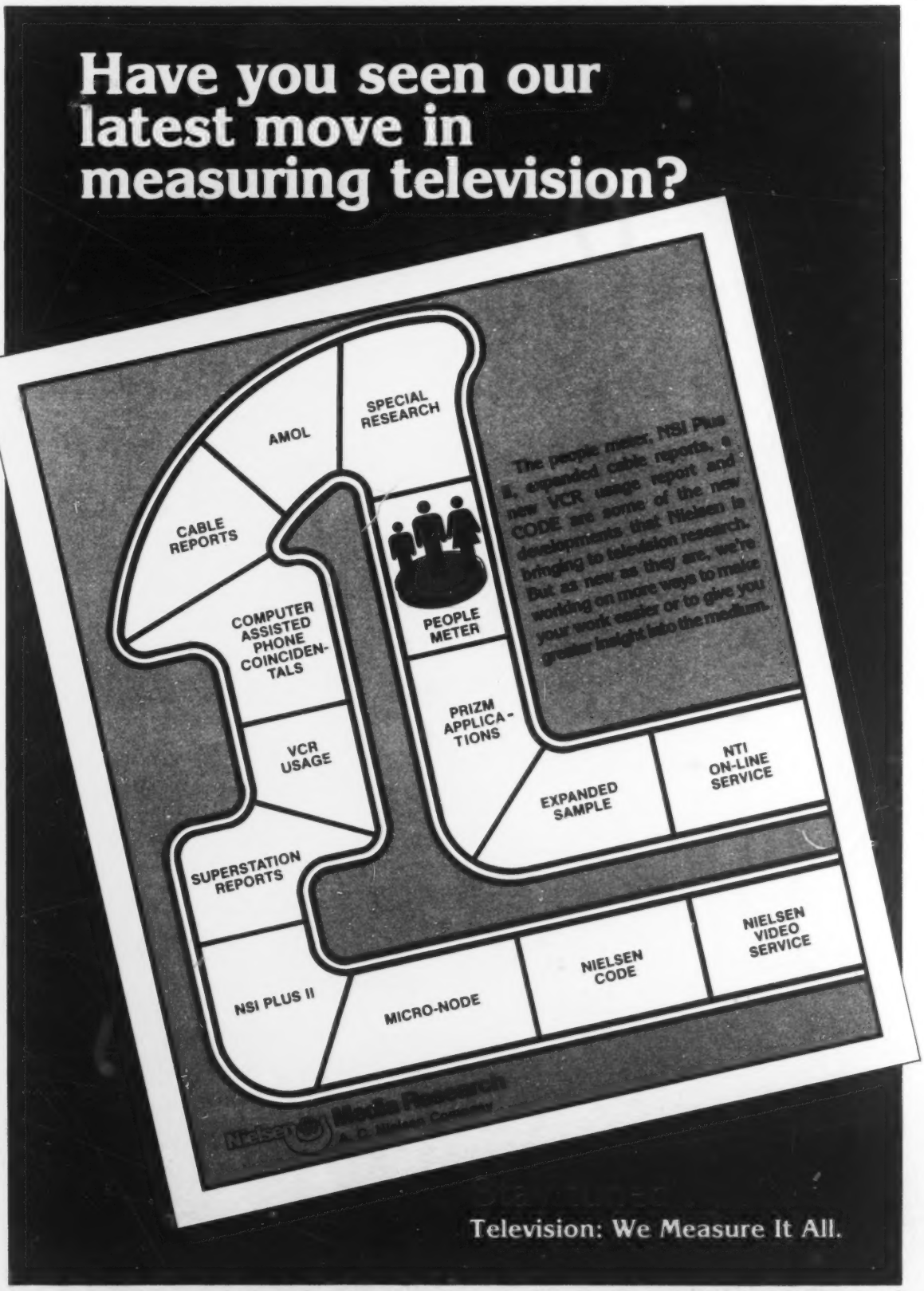

Top 35

(Continued from Page M-35)
to geographically pinpoint key market segments.

Further, data from the annual study also are used to supplement tv and radio audience measurements developed by Arbitron Ratings Co.

The balance of SMRB's business comes from its Custom Studies Division, which does ad hoc survey work for a variety of media and nonmedia clients and includes an omnibus survey called ECHO.

Every two years SMRB conducts syndicated studies of the teen age and college student markets as well as audience studies in 40 top newspaper markets and for outdoor advertisers. It also conducts an annual study of Yellow Page usage.

Bernard Ruderman
Decisions Center Inc.

There are 110 fulltime salaried employes at SMRB.

President-ceo is Frank S. Stanton, 54, who has an MA degree from the University of Pennsylvania.

26 Decisions Center Inc., New York. Privately held corporation; founded in 1965. Revenues were $8.8 million in 1983, up 5.2% from 1982.

DCI, with offices in New York and Rochester, N.Y., has 106 fulltime salaried employes. The company is made up of Decisions Center, Qualitative Decisions Center, DCI International, Murray Hill Center (a focus group facility) and Facts Center, a WATS interviewing facility (recently expanded from 63 to 90 interviewing stations).

Harold M. Spielman
McCollum/Spielman

DCI specializes in survey research—concept and product tests, copy research, tracking and trade studies and large-scale market and strategy studies.

DCI is managed by three partners: Bernard Ruderman, 52, who has an MS from Pennsylvania State University; Bernard Levine, 58, and Steven Roth, 38, both of whom received their MBA degrees from New York University.

27 McCollum/Spielman Research, Great Neck, N.Y. Privately held corporation; founded in 1968. Revenues in 1983 were $8.5 million, up 19.7% from 1982.

McCollum/Spielman activities are divided into two divisions. The communications division does qualitative/effectiveness measurement of tv, radio and print advertising utilizing closed-circuit interviewing systems in 12 cities.

The associates division includes Child Research Services, tests of commercials, programs, packaging, product concepts among children; Syndicated Services, a large-scale annual tracking study of health-appearance concerns, attitudes; Kidstuff, a data source of information for marketing to children, and Special Services, custom ad hoc surveys of the adult population for a variety of marketing, image, awareness/usage and political purposes.

Henry D. Ostberg
Admar Research Co.

In late 1983, McCollum/Spielman opened a Chicago office and introduced its first systematic product-field advertising effectiveness audit in the automotive field. In early 1984, the associates division relocated from its offices in New York City to the headquarters building in Great Neck.

McCollum/Spielman now has sales/servicing representatives in Chicago, Los Angeles and San Francisco. There are 75 fulltime salaried employes.

McCollum/Spielman's chief executive officer is Harold M. Spielman, 57, who received his BBS degree from the City University of New York. President is Donald H. McCollum, 60, who has an MA degree from the University of Denver.

28 Admar Research Co., New York. Privately held corporation; founded in 1960. Revenues in 1983 were $8.5 million, up 30.8% from 1982.

Admar specializes in tracking surveys, product testing and advertising studies, employing research programs copyrighted by the company. One such service,

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Marshall Greenberg
National Analysts

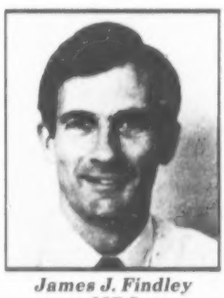
efficiency (the ability of advertising to reach a maximum number of consumers per dollars spent, compared with competitors) and its effectiveness (the ability to increase purchase interest).

Admar and three subsidiaries —Market Trends Inc., Amherst Research Group Inc. and Consumer Interviews Inc. (a central WATS phone facility with 28 interviewing stations)—have 60 fulltime salaried employes.

President-ceo is Henry D. Ostberg, who received his Ph.D. from Ohio State University.

29 National Analysts, Philadelphia. Marketing and survey division of Booz, Allen & Hamilton; founded in 1943. Revenues were $7.3 million in 1983, up 10.6% from 1982.

National Analysts focuses on strategic business decisions, using both qualitative and quantitative market research techniques. It specializes in market segmentation, tradeoff analysis, multi-variate modeling, focus group interviewing and litigation support. The professional staff (75 fulltime employes) are assigned to specific areas: Telecommunications, financial services, pharmaceuti-



James J. Findley
MDS

cals and medical equipment, automotive and package goods. About 80% of National Analysts' revenues come from not-for-profit institutions, government agencies and universities. National Analysts has a branch office in New York.

Marshall G. Greenberg, 48, president, has a Ph.D. in mathematical psychology from the University of Michigan.

30 Management Decision Systems, Waltham, Mass. Privately held corporation; founded in 1967. Research revenues were $7.2 million in 1983, up 8.5% over 1982.

Of total MDS revenues of $25 million in 1983, 29%—or $7.2 million—was attributable to the consumer research division, the main business of which is the ASSESSOR simulated test market service that induces purchase in a laboratory retail store, exposes target group respondents to proposed tv copy and tracks repurchase.

In addition, MDS' consumer research division provides a complete range of services to assist the marketing and development of new products, the newest of which is DEFENDER, a model and market measurement system for determining the best response to a competitor's new product.

George H. Gallup Sr.
Gallup Organization

The consumer research division has 34 fulltime salaried employes in Waltham, Chicago and San Francisco.

Newly appointed manager of MDS consumer research division is James J. Findley, 39, who has an MS degree from the Sloan School of Management at Massachusetts Institute of Technology.

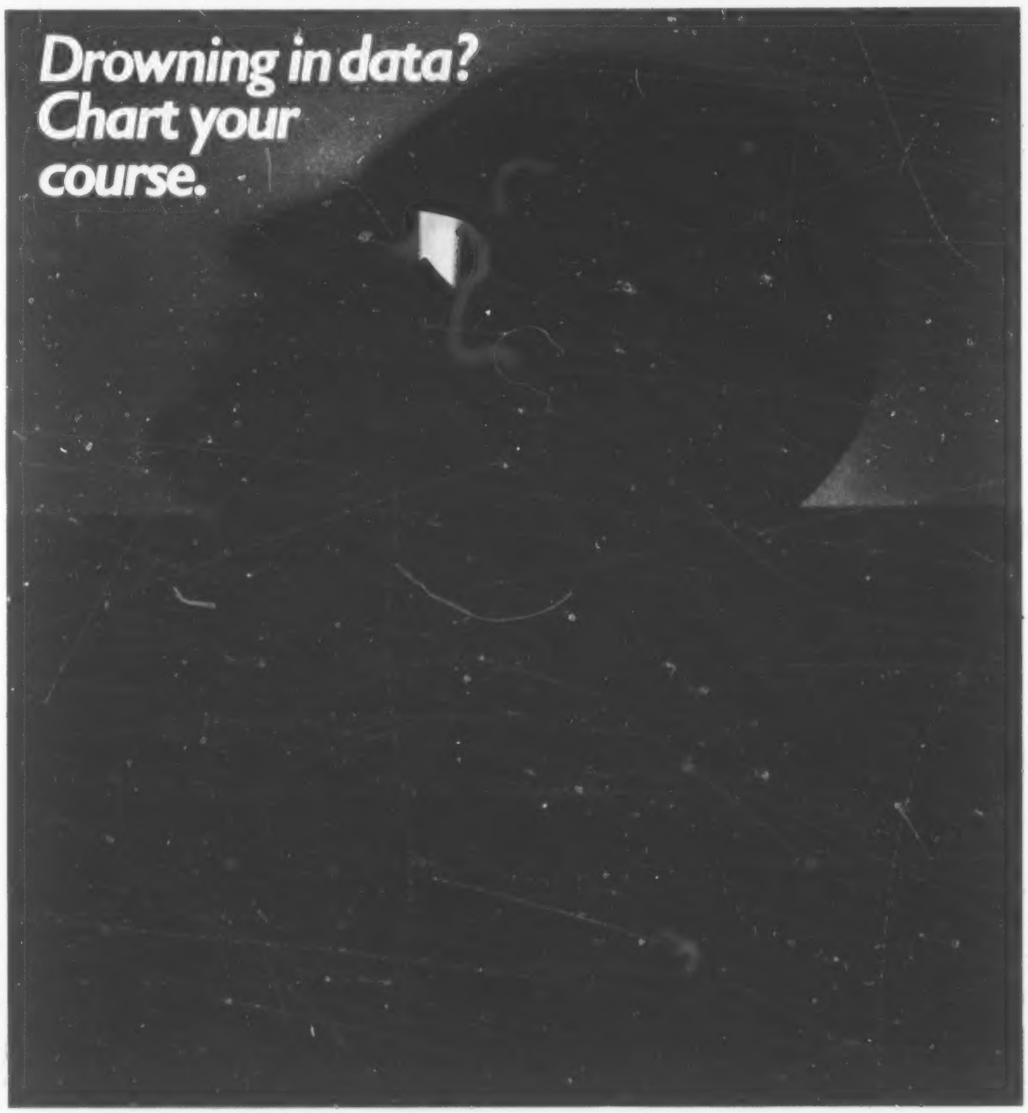
31 The Gallup Organization, Princeton, N.J. Privately held corporation; founded in 1935. Revenues in 1983 were $6.7 million, up 24% from 1982.

This survey organization, founded by the famous pollster George H. (Ted) Gallup Sr., whose syndicated newspaper column, Gallup Poll, appears in 100 newspapers, specializes in quantitative attitude and public opinion research. About one-half of this work is custom ad hoc. The rest comes from annual syndicated surveys in the area of financial services, package goods and video. Data collection is through face-to-face interviewing (national sample, 360 primary sampling units and about 50,000 personal interviews a year) and a WATS telephone facility with 60 stations.

There are 104 fulltime salaried employes in two Gallup buildings in Princeton.

In 1936, Mr. Gallup started a worldwide affiliate network of survey companies that were allowed to use the Gallup survey methodology and name. Today, that network is present in 35 countries and its activities are coordinated by Gallup Interna-

(Continued on Page M-38)



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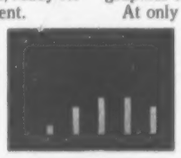

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Top 35

(Continued from Page M-37)
tional.

George H. Gallup Sr., 82, is founder and chairman; he has a Ph.D. from the University of Iowa.

President/co-chief operating officer Andrew Kohut, 41, is a graduate of Seton Hall University. Co-chief operating officer is

Judith S. Corson
Custom Research Inc.

Leonard A. Wood, 44, who has an MBA from Rider College.

32 Custom Research Inc., Minneapolis. Privately held corporation; founded in 1974. Revenues in 1983 were $6.4 million, unchanged from 1982.

This custom survey research company has five divisions: Consumer Research; Medical Research Bureau; Custom Business Research; Custom Research Telephone (central telephone WATS interviewing facility, CRT-equipped, with 36 stations), and Corporate Services. There are 65 fulltime salaried employes and branch offices in

William J. Wilson
Starch INRA Hooper

Union, N.J., and Chicago. CRI opened its Chicago office opened in 1983.

During 1983, CRI launched two new services: CRITERION, for screening and developing new product concepts, and Tutor, a system that allows clients telephone access to Custom Research Inc. computers so the clients can develop required cross-tabulations from their own offices.

CRI is managed by two partners: Jeffrey L. Pope, 43, who received his master of business administration from the Kellogg School of Management, Northwestern University, and Judith S. Corson, 41, a University of Minnesota graduate.

33 Starch INRA Hooper, Mamaroneck, N.Y. Public corporation traded over the counter; founded in 1923. Revenues were $6.3 million in 1983, up 2% from 1982.

Revenues for this survey research company include a wholly owned subsidiary, the Roper Organization, but have been adjusted to reflect the divestment of another subsidiary, Daniel Starch Canada Ltd., in August, 1983. About 7% of SIH revenues come from outside the U.S.

SIH, best known for print ad and print media audience research, in 1983 launched a new syndicated service, FARMS (for Farm Audience Readership Measurement Service), which documents readership of farm magazines. In 1984, SIH will start a pilot study to determine the feasibility of doing a continuous large-scale print media audience study throughout Latin America.

About 150 fulltime salaried

Frederick P. Currier
MOR

employes are located in SIH's two offices. Early in 1984, SIH acquired its main office building, a 19,000-sq.-ft. structure in Mamaroneck. The company has planned extensive renovation of the building.

President-ceo is William J. (Jay) Wilson, 47, a graduate of Yale University. He is also

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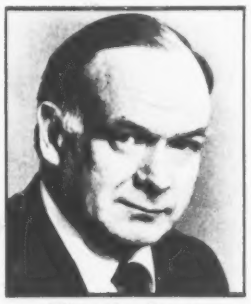
chairman of the INRA network of affiliate companies in 31 countries.

34 Market Opinion Research, Detroit. Privately held corporation; founded in 1941. Revenues were $6 million in 1983, down 10.4% from 1982.



Timothy Joyce
Mediamark

This survey research company is organized into the following divisions: Consumer and industrial, media, social, information systems and political.

Since Market Opinion Research is active in political polling for a large number of Republican senatorial, congressional and gubernatorial candidates and 1983 was not an election year, revenues were off compared with 1982, an election year.

Three divisions—consumer, media and social—were up from 1982 levels.

During 1983, Market Opinion Research developed a software package to integrate survey and nonsurvey information into a database that can be run on a client's computer.

One application: Matching attitude data established in a survey to census demographic data to identify high-potential target areas.

Market Opinion Research has 290 employes, 90 of whom are fulltime salaried, located in four offices, including one in Toronto.

Chairman-ceo is Frederick P. Currier, 60, who received his MA degree from the University of Illinois. The president is Robert N. Teeter, 45, who received his MA from Michigan State University.

35 Mediamark Research Inc., New York. Subsidiary of Mills & Allen International PLC; founded in 1979. Revenues were $5.8 million in 1983, up 28.3% from 1982.

Mediamark, with 24 fulltime salaried employes, operates a syndicated media/product research service based on personal interviews with 20,000 adults each year regarding their exposure to advertising media. They also supply information on consumer products, brands and services they buy via a leave-behind questionnaire.

Magazines, advertising agencies, advertisers, broadcasters and cable networks subscribe to MRI's 25 reports each year. MRI provides on-line access to its databank.

Mediamark also produces three special reports each year based on a two-year database: A business-to-business report; the Upper Deck (affluent market), and reports relating to each of the top 10 local markets, including data on newspapers and broadcast stations.

Early in 1984, Mediamark opened a sales and service office in Chicago and introduced a new page exposure (per issue, per reader) service for consumer magazines.

Timothy Joyce, 50, is chairman-chief executive officer; he has a Ph.D. from Cambridge University in England. Alain J. Tessier, 50, is president-chief operating officer; he has an MA degree from the University of Notre Dame.

Ten research companies that almost made the list

Publication of a list of the top 35 marketing/advertising research companies raises the question of which companies would be next in line.

Here is a list of those marketing/advertising research companies that most likely would follow if the list had included the top 45 (not necessarily listed in order of size of revenues):

- **AHF Marketing Research**, New York.
- **R.H. Bruskin Associates**, New Brunswick, N.J.
- **Burgoyne Inc.**, Cincinnati.
- **Decision/Making/Information**, Santa Ana, Cal. (during election years).
- **Kapuler & Associates**, Arlington Heights, Ill.
- **MRCA Information Services**, Stamford, Conn.
- **Frank N. Magid Associates**, Marion, Ia.
- **Oxtoby-Smith**, New York.
- **Research Systems Corp.**, Evansville, Ind.
- **Response Analysis**, Princeton, N.J.

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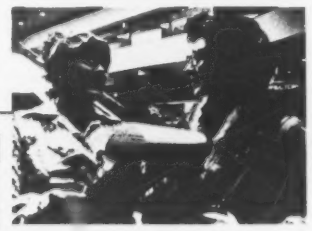

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CHICAGO	•	••	•	•	•	••	•
NEW YORK		•••		••	•	••••	•
PHILADELPHIA		••		••	•	••	•
TAMPA		•		•	•	•	
NASHVILLE		*•		•	•	•	•
MADISON		*					
MINNEAPOLIS		•		•			•
OKLAHOMA CITY		•		•		•	
HOUSTON		•		•	•	•	
SAN ANTONIO		•		•		•	
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Skyrocketing revenues

By Jack J. Honomichl

Several U.S. research organizations are becoming conspicuous for their fast growth in recent years, running far ahead of their peers and inflation.

It takes two lists to do justice to this subject. One is limited to companies where growth was internal. The other accounts for conglomerates put together via acquisitions.

These lists used 1979 as a base, and dollar revenues in 1983 have been compared with that year. The listings have been limited to organizations with revenues in excess of $5 million in 1983, partly because there is no reliable data on smaller companies. Even if there were, percentage changes could be volatile because of the small bases.

Given that, based on historical records of 45 major organizations (research revenues only), here are the lists:

No. 1, no matter how you figure it, is Chicago-based **Information Resources Inc.**, which started business in 1979 with revenues of $400,000. Revenues in 1983 were $21.1 million. Just calculating the growth on that one seems foolish. It's more than 5,000%!

The balance of the "internal growth" Top 10: (2) **Research Systems Inc.**, 176% (estimated); (3) **NFO Research**, 153%; (4) **Audits & Surveys**, 128%; (5) **Walker Research**, 127%; (6) **Arbitron Ratings Co.**, 114%; (7) **Market Opinion Research**, 107%; (8) **Marketing and Research Counselors**, 105%; (9) **The Gallup Organization**, 97%, and (10) **Selling Areas-Marketing Inc.**, 83%.

To put those numbers into perspective, using 1979 as a base year, a company would have had to grow 37% by 1983 to stay abreast of inflation.

The torrid acquisition pace has been of special interest in recent years. In large part this was because of the building of research conglomerates by large outside corporations in addition to one research company buying another. Here are the five most conspicuous examples of that phenomenon:

• **Harte-Hanks Marketing Services Group.** In 1979, Harte-Hanks Communications owned one research property, RMH Research. RMH revenues in 1979 were $1.8 million. Harte-Hanks went on to acquire TRIM, Tele-Research and Urban Data Processing. This group had revenues of $10.7 million in 1983, a 494% increase.

• **Winona Research.** In 1979, this Minneapolis-based research company had revenues of $4 million. It then acquired Research Information Center from Greyhound Corp., almost doubling its volume. Winona revenues in 1983 were $11.8 million, a 195% increase.

• **Elrick & Lavidge.** This Chicago-based survey company had revenues of $7.1 million in 1979. Then followed a merger with the research operation of its parent, Equifax Inc., Atlanta, and the acquisition of Quick Test. Revenues in 1983 were $19.2 million, making an increase of 170%.

• **Maritz Market Research.** The original research operation of this St. Louis-based company, Maritz Inc., had revenues of $7.4 million in 1979. Subsequently, Maritz acquired Quatra Marketing Research, Minneapolis; Houlahan/Parker Marketing Research, Los Angeles; Clare Brown Associates, Garwood, N.J., and Rogers National Research, Toledo. Total revenues of this group in 1983 were $19.9 million, an increase of 169%.

• **The NPD Group.** In 1979, NPD Research had revenues of $9.7 million. Later, the Home Testing Institute was merged with what is now known as The NPD Group, which in 1983 had revenues of $24.8 million, an increase of 156%.

If we merge these two lists, we get the 10 fastest growing organizations *(see table)*. It's a mixed bag. Five of the 10 grew via acquisition.

Only three are in the New York area. The rest are headquartered around the country—Toledo, Minneapolis, Indianapolis, St. Louis and Evansville, Ind. Two are located in Chicago.

Ten fastest growing research organizations

Revenue growth 1979 to 1983

1. Information Resources Inc.	—
2. Harte-Hanks Marketing Research Group	494
3. Winona Research	195
4. Research Systems Corp. (ARS)	176*
5. Elrick & Lavidge	170
6. Maritz Market Research	169
7. The NPD Group	156
8. NFO Research	153
9. Audits & Surveys	128
10. Walker Research	127

Source: Advertising Age survey, *AA estimate

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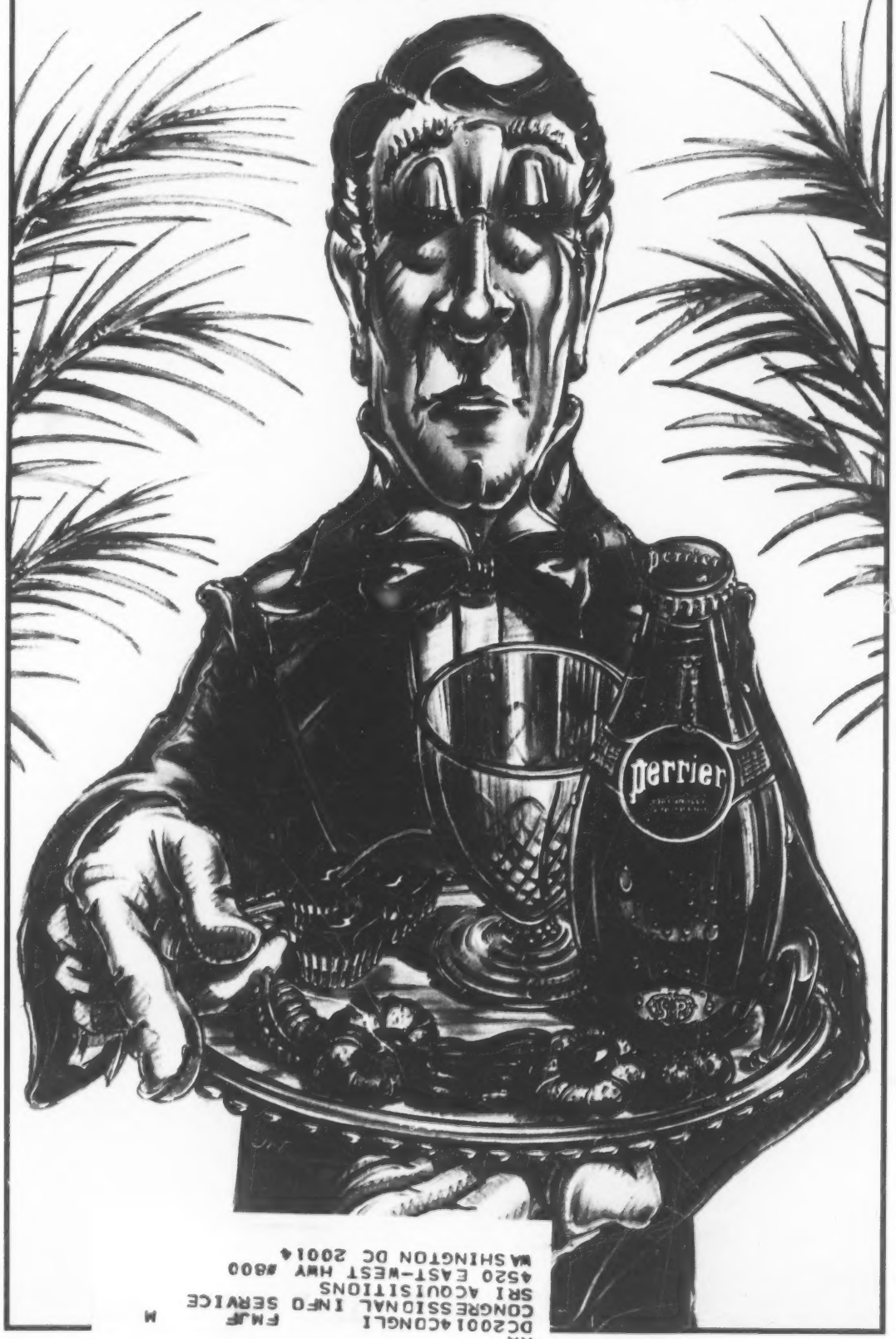

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— Viewpoint, Page 18

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